



# CONGRESSMAN HENRY A. WAXMAN NEWS

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## WAXMAN FEARS INCREASE IN FALSE ADVERTISING

Congressman Henry A. Waxman (D-Los Angeles) has expressed fear that pending changes in the policies of the Federal Trade Commission could result in a sharp increase in dishonest and confusing advertising.

Waxman has joined with other members in the House of Representatives in urging Federal Trade Commission Chairman James C. Miller III to reconsider changes he recently proposed. Under Miller's proposals the FTC would no longer systematically review advertising claims to see whether they are valid.

Waxman said,

"I was shocked at Miller's proposals. Even with FTC monitoring we all see TV commercials and newspaper ads that promote worthless or even dangerous merchandise. We have all had the experience of making a purchase on the basis of advertising only to be bitterly disappointed in what we have bought.

"Toy manufacturers, cereal companies, and others who advertise primarily to children must be kept under especially close scrutiny. Those aiming at the multi-billion dollar juvenile market frequently take advantage of the gullibility of those they hope to persuade."

Waxman said only the Federal Trade Commission acting as a watchdog for consumers can hold down the level of fraudulent advertising. The Congressman dismissed as "extremely naive" the suggestions of some conservative lawmakers that advertisers could be counted on to police themselves.

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